IN THE CLAIMS

Please amend the claims as follows.

1.-13. (Cancelled)

14.   (Currently Amended) A method of scheduling delivery of multiple items of content selectively to a plurality of online users, comprising:

     determining expected values relating to each user being online during a given time period;

     generating an ordered list of the items of content to be selectively delivered to the users based on the expected values, said ordered list being prioritized to meet delivery requirements associated with said items of content; and

     generating an individual list of items of content to be delivered to each user based on the ordered list.

The method of Claim 8 wherein generating said individual list comprises determining the position of each of said items of content in said individual list in accordance with the following equation:

$$E[Q_j] \leq -\tau(lnM_j - lnP_j - lnp)/\Delta$$

where, $E[Q_j]$ is the position of a given item of content, τ is the mean expected time period of a user online session, M_j is the desired number of impressions of the item of content to be delivered per day, P_j is the number of online users who are eligible to receive the item of content, p is the probability that a given eligible user is online on a given day, and Δ is time period between deliveries of items of content to a user.

15.-59. (Cancelled)

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.116 – EXPEDITED PROCEDURE
Serial Number: 09/767,793
Filing Date: January 23, 2001
Title: METHOD AND SYSTEM FOR SCHEDULING ONLINE TARGETED CONTENT DELIVERY

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60.   (Previously Presented) A method of determining the viability of a proposed plan to deliver an item of content to online users having specified characteristics a specified number of times during a specified time period, said item of content to be delivered to said online users as one of a series of items of content delivered sequentially to the users, the method comprising:

determining an expected position of the item of content in the series based on the number of online users having the specified characteristics, a probability that a random user having the specified characteristics will be online during the specified time period, a predicted session length for the random user, and the time period between deliveries of said items of content;

determining an expected number of deliveries of said items of content based on the expected position; and

comparing the expected number of deliveries to the specified number of deliveries.

61.   (Original) The method of Claim 60 further comprising suggesting an alternative constraint if the plan is determined not to be viable.

62.   (Original) The method of Claim 61 wherein said constraint comprises the specified number of times said item of content is to be delivered.

63.   (Original) The method of Claim 61 wherein said constraint comprises the specified time period.

64.   (Original) The method of Claim 61 wherein said constraint comprises the specified characteristics.

65,   (Previously Presented) The method of Claim 60 wherein the probability that a random user having the specified characteristics will be online during the specified time period is based on observed behavior of individual users.

66.   (Previously Presented) The method of Claim 65 wherein a predicted session length for the random user is based on observed behavior of individual users.

67.   (Previously Presented) The method of Claim 60 wherein said specified characteristics comprise user profile or preference data.

68.   (Previously Presented) The method of Claim 60 wherein said item of content comprises an advertisement.